

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Agrawal et al.

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For: TARGETING CUSTOMERS ACROSS MULTIPLE CHANNELS

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

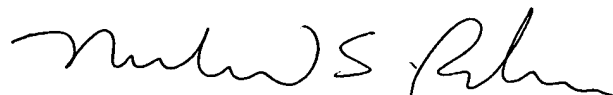
Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 09-0441.

Respectfully submitted,



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Registration No. 43,029

Date: _____
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| Substitute for form 1449/PTO and PTO/SB/08 INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | | | C mplete if Known | |
| | | | | Application Number | |
| | | | | Filing Date | |
| | | | | First Named Inventor | Aseem Agrawal |
| | | | | Art Unit | |
| Examiner Name | | | | | |
| Sheet | 1 | of | 2 | Attorney Docket No | JP920030161US1 |

| US PATENT DOCUMENTS | | | | | |
|---------------------|-----------------------|--|--------------------------------|---|---|
| Examiner Initials | Cite No. ¹ | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| | | Number-Kind Code ² (if known) | | | |
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| Examiner Initials | Cite No. ¹ | Foreign Patent Document | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | ⁶ T |
| | | Country Code ³ -Number ⁴ -Kind Code ⁵ (if known) | | | | |
| | | WO 01/97105 A2 | 20-12-2001 | Accenture Properties | | |
| | | WO 01/41033 A3 | 06-07-2001 | E-POS! Marketing Company | | |
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| | | WO 02/99719 A1 | 12-12-2002 | Catalina Marketing International, Inc. | | |
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|--------------------|--|-----------------|--|
| Examiner Signature | | Date Considered | |
|--------------------|--|-----------------|--|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14.
SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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| | | | | Application Number | |
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| | | | | First Named Inventor | |
| | | | | Art Unit | |
| | | | | Examiner Name | |
| Sheet | 2 | of | 2 | Attorney Docket No | JP920030161US1 |

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| Examiner Signature | | Date Considered | |
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